

UNITED STATES
UTILITY PATENT APPLICATION

TITLE OF THE INVENTION

Bar and Restaurant Services Virtual Private Network
(BRSVPN)

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SPECIFICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

Mueller, et al., 5,235,509

All claims of this patent relate to the touch screen ordering of food and beverages, “particularly in a fast food environment.” No claims refer to adult beverages in a bar or restaurant setting, and there are no claims that it contains advertising, or that the invention is an advertising medium, or that the invention involves connection to a national Internet Protocol Virtual Private Network.

Kurland, et al., 4,553,222

This patent provides for the ordering of food by means of a touch screen computing system. It also provides for entertainment at site of the patron’s table. There are no claims relative to the delivery of beverages. Data storage is local, and there is mention in any claims regarding advertising. There are no claims regarding the connection to an Internet Protocol Virtual Private Network.

McHale, 5,913,454

All claims of this patent relate to the actual delivery of beverages to the patron by means of a plurality of tubes, nozzles and switches. In the present application, BRSVPN, beverages and food are delivered to the patron’s table by a human server. There are no claims that the invention is an advertising medium or an Internet Protocol Virtual Private Network.

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

N/A

REFERENCE TO A MICROFICHE APPENDIX

N/A

BACKGROUND OF THE INVENTION

Conventional broadcast advertising is inherently inefficient because, by definition, it reaches a substantial number of people who are not in the market for the particular product or service, thus much of the cost of reaching those who are in the market for the particular product or service is wasted. The BRSVPN will allow advertisers to focus tightly on selected demographic niches, in many cases at Point of Purchase. A timely ad campaign targeted to a specific audience, according to virtually all advertising literature, is likely to yield much better results.

Because of social mores and legal restrictions on advertising of such items as beers, liquors, wines and cigarettes, the BRSVP will be an outlet directed and restricted to adult customers in bars and restaurants.

In addition, bar and restaurant owners also cope with inherent inefficiencies. They often must deal with low-skilled employees who are slow and inaccurate in taking and serving beverage and food orders.